

## IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND the claims in accordance with the following:

1. (currently amended) A marketing method promoting to users, on a network, sales of product groups including a first product group that a first provider provides and a second product group that a second provider provides, the marketing method comprising:

storing product information including first product information that includes a product name and a product attribute relating to each product included in the first product group, and second product information that includes a product name and a product attribute relating to each product included in the second product group;

accepting selection of a first product in the first product group in which a user takes an interest;

assigning a correspondence between and storing the first product information relating to said first product and a first user identifier by which the first provider identifies the user if the user has selected any product in the first product group;

modifying the first user identifier into a second anonymous user identifier by which the second provider identifies the user,

presenting the product attribute to the first product information relating to the first product and the second anonymous user identifier to the second provider,

reading out, from the stored second product information, second product information that includes the product attribute related to said first product and that includes a product name different from the product name of said first product;

receiving, from the second provider, the read-out second product information and the second anonymous user identifier,

storing the second anonymous user identifier and the read out second product information which correlate to the first user identifier, and

presenting to the user, the second product information and the first product information

relating to the first user identifier.

~~modifying the first user identifier into a second user identifier by which the second provider identifies the user and providing the read-out second product information and the second user identifier to the second provider; and~~

~~providing the read-out second product information on said second product to the user identified with the second user identifier.~~

2. (cancelled)

3. (cancelled)

4. (Currently Amended) The marketing method set forth in claim 1, wherein said assigning further comprises:

assigning and storing a correspondence between said second product information relating to said second product and said second anonymous user identifier.

5. (Currently Amended) The marketing method set forth in claim 1, further comprising:

accepting from the user, based on the first user identifier, an instruction to purchase said second product; and

carrying out a payment process for said second product, utilizing the second anonymous user identifier corresponding to the first user identifier.

6. (previously presented) The marketing method set forth in claim 5, further comprising:

storing third product information that includes a product name and a product attribute relating to each product in a third product group provided by a third provider; and

reading out, if second product is accepted and purchased, from the stored third product information, third product information that includes the product attribute related to said second product and said first product and includes a product name that is different from the product name of said first product and said second product.

7. (cancelled)

8. (Currently Amended) The marketing method set forth in claim 6, further comprising:  
modifying the first user identifier into a third anonymous user identifier by which the third provider identifies the user; and  
~~providing~~ presenting the product attribute of the third product information and the third user identifier to the third provider.

9. (previously presented) The marketing method set forth in claim 1, further comprising:  
accepting, according to a request from the second provider, a change in the second product information provided to the user.

10. (Currently Amended) The marketing method set forth in claim 1, further comprising:  
accepting a request for the first product information stored in an assigned correspondence with said first user identifier; and  
iteratively providing the read out second product information related to said second product obtained in said reading out ~~product reworking step~~, to the user identified with the first user identifier.

11. (previously presented) The marketing method set forth in claim 1, further comprising:  
accepting, from the user, selection of a provider in which the user takes an interest; and  
converting first product information for products, in said first product group into second product information for products, in said second product group that the selected provider provides, whereby second product information includes the product attribute related to said first product and includes a product name that is different from the product name of said first product.

12. (Currently Amended) The marketing method set forth in claim 1, wherein said assigning further comprises:  
storing in correlation with the first product information and the first user identifier, user information relating to the user; and  
providing the user information anonymously to the second provider.

13. (Currently Amended) The marketing method set forth in claim 12, further comprising:

setting a disclosure level at which the user information is provided to the second provider; and

providing, according to the disclosure level, the user information anonymously to the second provider.

14. (Currently Amended) A marketing method promoting on a network sales of product groups including a first product group that a first provider provides and a second product group that a second provider provides, the marketing method comprising:

storing product information including first product information that includes a product name and a product attribute relating to each product included in the first product group, and second product information that includes a product name and a product attribute relating to each product included in the second product group;

accepting selection of a first product in the first product group in which a user takes an interest;

assigning a correspondence between and storing the first product information relating to the selected first product and a first user identifier identifying the user if the user has selected any product in the first product group;

modifying the first user identifier into a second anonymous user identifier by which the second provider identifies the user;

~~providing the presenting the product attribute of the first product information and the~~ second anonymous user identifier to the second provider;

reading out from the stored second product information, second product information that includes the product attribute related to said first product and that includes a product name different from the product name of said first product; and

providing the read out second product information on said second product to the user identified with the anonymous second user identifier.

15. (Currently Amended) A marketing device promoting on a network sales of product groups including a first product group that a first provider provides and a second product group that a second provider provides, the marketing device comprising:

means for storing product information including first product information that includes a product name and a product attribute relating to each product included in the first product group, and second product information that includes a product name and a product attribute relating to each product included in the second product group;

means for accepting selection of a first product in the first product group in which a user takes an interest;

means for assigning a correspondence between and storing the first product information relating to the selected first product and a first user identifier identifying the user if the user has selected any product in the first product group;

means for modifying the first user identifier into a second anonymous user identifier by which the second provider identifies the user;

means for presenting the product attribute of the first product information relating to the first product and the second anonymous user identifier to the second provider

means for reading out from the stored second product information, second product information that includes the product attribute related to said first product and that includes a product name different from the product name of said first product;

means for receiving, from the second provider, the read out second product information and the second anonymous user identifier;

means for storing the second anonymous user identifier and the read out second product information which correlate to the first user identifier; and

means for presenting, to the user, the second product information and the first product information relating to the first user identifier.

~~means for modifying the first user identifier into a second user identifier by which the second provider identifies the user and providing the read out second product information and the second user identifier to the second provider; and~~

~~means for providing the read out second product information to the user identified with the second user identifier.~~

16. (Currently Amended) An apparatus, comprising:

storage storing product groups including a first product group that a first provider provides and a second product group that a second provider provides; and

a controller controlling the apparatus according to a process comprising:

storing product information including first product information that includes a product name and a product attribute relating to each product included in the first product

group, and second product information that includes a product name and a product attribute relating to each product included in the second product group,

accepting selection of a first product in the first product group in which a user takes an interest,

assigning a correspondence between and storing the first product information relating to the selected first product and a first user identifier identifying the user if the user has selected any product in the first product group,

modifying the first user identifier into a second anonymous user identifier by which the second provider identifies the user,

presenting the product attribute of the first product information relating to the selected first product and the second anonymous user identifier to the second provider

reading out, from the stored second product information, second product information that includes the product attribute related to said first product and that includes a product name different from the product name of said first product,

receiving, from the second provider, the read out second product information and the second anonymous user identifier,

storing the second anonymous user identifier and the read out second product information which correlate to the first user identifier, and

presenting, to the user, the second product information and the first product information relating to the first user identifier.

~~modifying the first user identifier into a second user identifier by which the second provider identifies the user and providing the read out second product information and the second user identifier to the second provider, and~~

~~providing the read out second product information to the user identified with the second user identifier.~~

17. (Currently Amended) A computer-readable recording medium on which is recorded a marketing program for promoting to users, on a network, sales of product groups including a first product group that a first provider provides and a second product group that a second provider provides, the computer-readable recording medium on which is recorded, the program causing a computer to perform:

storing product information including first product information that includes a product name and a product attribute relating to each product included in the first product group, and second product information that includes a product name and a product attribute relating to each

product included in the second product group;

accepting selection of a first product in the first product group in which a user takes an interest;

assigning a correspondence between and storing the first product information relating to said first product, and a first user identifier by which the first provider identifies the user if the user has selected any product in the first product group;

modifying the first user identifier into a second anonymous user identifier by which the second provider identifies the user,

presenting the product attribute of the first product information relating to the first product and the second anonymous user identifier to the second provider;

reading out from the stored second product information, second product information that includes the product attribute related to said first product and that includes a product name different from the product name of said first product;

receiving, from the second provider, the read out second product information and the second anonymous user identifier;

storing the second anonymous user identifier and the read out second product information which correlate to the first user identifier; and

presenting, to the user, the second product information and the first product information relating to the first user identifier

~~modifying the first user identifier into a second user identifier by which the second provider identifies the user and providing the read out second product information and the second user identifier to the second provider; and~~

~~providing the read out second product information to the user identified with the second user identifier.~~

18. (withdrawn – previously presented) A user-operated computer comprising: a network-connection means for communicatively connecting the computer to a network, wherein the computer is connected to the marketing device set forth in claim 15 for promoting on a network sales of a product group including first products that a first provider provides and second products that a second provider provides; a receiving means for receiving from the marketing device second product information relating to second products relevant to first products in which the user takes an interest; and offering means for outputting, as information relating to suggested products, the second product information received from said receiving means.

19. (withdrawn) For promoting on a network sales of a product group including first products that a first provider provides and second products that a second provider provides, an information acquisition device that the second provider uses, comprising: a network-connection means for communicatively connecting the information acquisition device to a network, wherein the information acquisition device is connected to a computer for executing the marketing method set forth in claim 2; an acquisition means for acquiring from the computer a first-user identifier for designating a first user taking an interest in a said first product, and second product information relating to a said second product having relevancy to the said first product; and output means for outputting the first-user identifier that said acquisition means has acquired, and the second product information.

20. (Currently Amended) A marketing method promoting to users, on a network, sales of product groups including a first product group that a first provider provides, a second product group that a second provider provides, and a third product group that a third provider provides, the marketing method comprising:

storing product information including a product name and a product attribute relating to each product included in the first product group, the second product group, and the third product group;

accepting selection of a product in which a user takes an interest;

assigning a correspondence between and storing the product information relating to said product, and a user identifier by which the provider identifies the user if the user purchases the product;

storing at least one of a purchase date and a quantity purchased;

utilizing the purchase date or the quantity purchased of the product purchased to determine and store a preference of the user with respect to products in the first product group, the second product group, and the third product group;

modifying the first user identifier into a second anonymous user identifier by which the second provider identifies the user and modifying the first user identifier into a third anonymous user identifier by which the third provider identifies the user;

presenting the product attribute of the product information relating to the product to the first provider, presenting the product attribute of the product information relating to the product and the second anonymous user identifier to the second provider and presenting the product attribute of the product information relating to the product and the third anonymous user identifier



to the third provider;

reading out product information from the first, second, and third product groups, based on the preference and the stored product information, the product information that includes the product attribute related to said product and that includes a product name that is different from the product name of said product;

receiving from the first provider, read out first product information, receiving, from the second provider, read out second product information and the second anonymous user identifier and receiving, from the third provider, read out third product information and the third anonymous user identifier;

storing the second anonymous user identifier and the read out second product information which correlate to the first user identifier and storing the third anonymous user identifier and the read out third product information which correlate to the first user identifier; and

presenting, to the user, the first product information, as well as the second product information and the third product information relating to the first user identifier.

~~modifying the first user identifier into a second user identifier by which the second provider identifies the user and providing the read out second product information and the second user identifier to the second provider; and~~

~~providing the read out product information to the user identified with the second user identifier.~~

21. (Currently Amended) The marketing method set forth in claim 1, further comprising:  
determining, after a fixed period of time, whether the second product has been selected by the user identified with the second anonymous user identifier; and  
deleting, if the second product has not been selected by the user identified with the second anonymous user identifier, the second anonymous user identifier.